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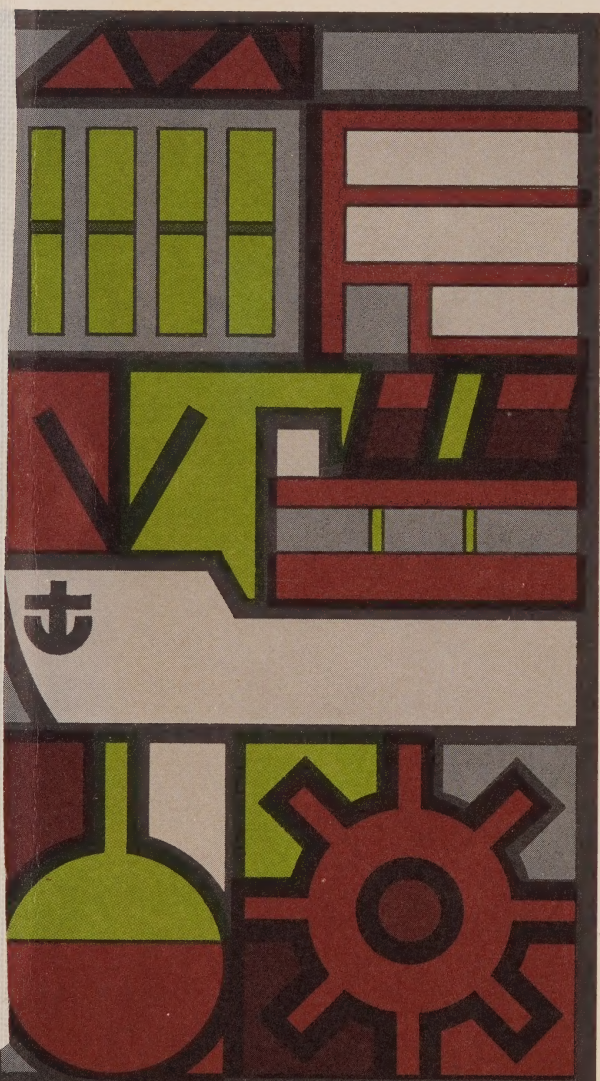
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# Trade and Industry Services

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GOVERNMENT OF ONTARIO







Operational core of the Ontario Department of Trade and Development is the Trade and Industry Division, which promotes development of new job-producing industries and export of Canadian products and services. To achieve these goals, five branches serve Ontario manufacturers and foreign businessmen:

- Industrial Development Branch
- Marketing Branch
- Trade Fairs Branch
- Research Branch
- International Branch

For prompt, confidential service  
Write:

Ontario Department of Trade  
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Trade and Industry Division  
950 Yonge Street  
Toronto 5, Ontario, Canada

Telephone: (416) 365-4226

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# industrial development

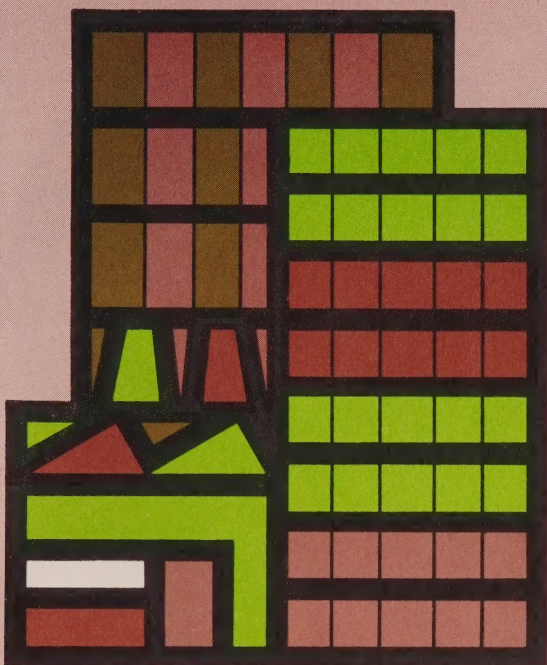
To promote development of new industry and expansion of established firms in Ontario, the Industrial Development Branch specializes in plant location, joint ventures, manufacturing arrangements, and field services.

The plant location section helps attract industry to Ontario by providing market research information and details that assist interested companies in producing feasibility studies. Qualified engineer-management consultants are assigned to industrial prospects for the duration of the study. This section also provides clients with vital information on land, building costs, municipal services, energy and labor factors, incorporation and custom laws, material sourcing, and transportation facilities. These services are also made available to industrial concerns already established in the province who are contemplating a plant expansion or relocation.

For companies unable to set up their own manufacturing facilities, a joint venture program is available.

The manufacturing arrangements section assists manufacturers in Canada and in other countries to enter production and sales arrangements with Ontario firms on a royalty or license basis.

There are about 15,000 manufacturing establishments in Ontario, and many have the facilities, capital and craftsmanship to



produce and market additional products. Manufacturing arrangements provide the key to lower costs and an easy approach to the Canadian market, without heavy capital expenditure.

Educational and advisory services to encourage and assist Ontario municipalities with planned industrial development programs are provided by the field services section. Periodic meetings with community representatives, visits by field staff on specific projects, and branch-sponsored industrial development seminars and conferences, help the municipalities keep fully aware of the latest trends and techniques in development.

Industrial Development Branch:

N. Ross Radford, Director

Field Services Section: J. Delaney, Chief

Plant Location Section: R. M. Peebles, Chief

Manufacturing Arrangements Section:

A. J. Petch, Chief



# marketing

The Marketing Branch assists Ontario companies wanting to export products or services.

Its trade missions section organizes and sends sales missions abroad, and brings in foreign buyers to see Ontario industries and products.

The marketing services section provides manufacturing or licence opportunities service for Ontario firms wishing to expand and looking for new markets. It also offers foreign marketing guidance to consultants and contractors in the engineering service field.





Importers, wholesalers and agencies in other countries interested in handling Ontario-made goods and products are served by provincial trade officers throughout the world, in conjunction with the Marketing Branch.

The branch also carries out an educational program in international business and trade development for Ontario businessmen.

Marketing Branch: J. J. Graham, Director

Trade Missions Section:

R. A. Crichton, Chief

Marketing Services Section:

W. A. Ledingham, Chief

# trade fairs

The exhibition section of the Trade Fairs Branch assists manufacturers to present Ontario-made goods at selected international trade shows. Valuable contacts with sales agents, buyers, and importer-distributors result. Information booths are operated at exhibitions and conventions to keep businessmen informed of the many services offered by the department.





Design award competitions, sponsored by the branch's design promotion section, encourage new concepts that enhance sales possibilities for Ontario products at home and abroad.

The Trade Fairs Branch also co-ordinates "Shop Canadian" retail promotions, held regularly in Ontario centres to help maintain a consumer awareness of the quality and value of Canadian-made products.

Trade Fairs Branch: L. A. Hassell, Director

Exhibition Section: C. E. Morgan, Chief

Design Promotion Section:

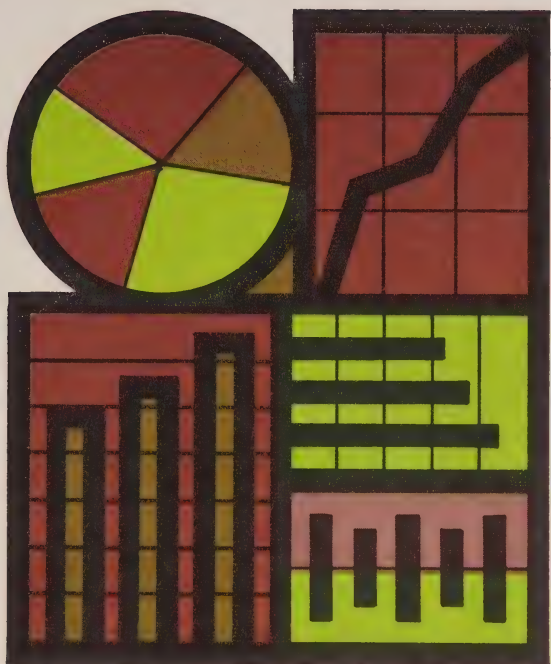
K. D. Bradshaw, Chief

# research

The Research Branch acts primarily as a service to the principal operating functions of the Trade and Industry Division, but may undertake short-term research for manufacturers upon request.

The branch's foreign market development section prepares studies of major trading countries and provides product-by-product analysis of potential exports from Ontario. It also prepares data for the annual edition of "Statistics for Profit," which shows Ontario exports on a commodity-by-commodity basis, and major imports into the United States, United Kingdom, and Canada.





The branch's industrial research section supplies marketing information to companies wishing to establish a new plant in Ontario or expand their present facilities and product lines. Special research assistance is provided to small Ontario businesses interested in exploring both domestic and foreign markets. This section also maintains an up-to-date listing of all products manufactured in Ontario and the companies that produce them.

The branch's special economic studies section undertakes detailed and long-range surveys of principal industries in Ontario as well as an analysis of international agreements as they relate to manufacturing in the province.

Research Branch: R. Cooper, Director

Foreign Market Development Section:  
J. V. Lehner, Chief

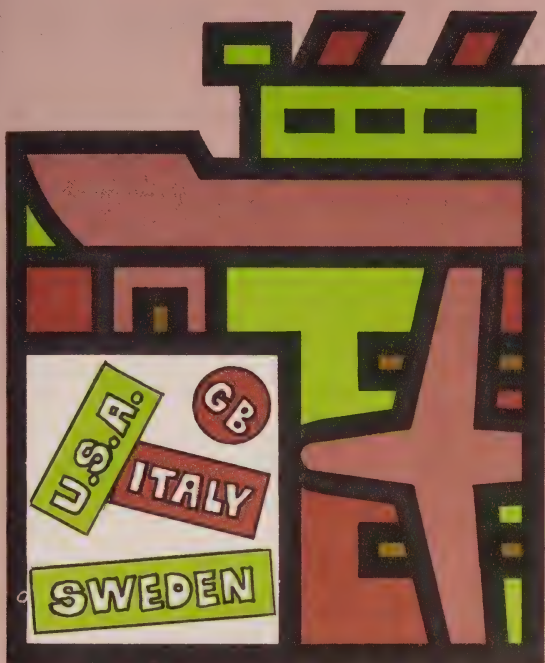
Industrial Research Section:  
F. W. Plumb, Chief

Special Economic Studies Section:  
R. Cooper, Acting Chief

# international services

Ontario has trade and industry counsellors posted in major economic areas of the world. These commercial representatives keep foreign businessmen informed of investment opportunities in Ontario, such as establishment of new manufacturing facilities, participation in joint ventures with Ontario manufacturers, and association through a licensing agreement. They also find agents and distributors for Ontario products.





The branch's American section administers Ontario commercial offices in Chicago, Los Angeles, Boston, Atlanta, Cleveland, New York, U.S.A.; and Kingston, Jamaica.

The overseas section administers Ontario commercial offices in London, England; Dusseldorf, Germany; Milan, Italy; and Stockholm, Sweden.

International Branch:

W. A. Fowler, Director

American Section: N. Probyn, Chief

Overseas Section: H. L. Duerr, Chief

## **ONTARIO GOVERNMENT TRADE OFFICES**

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## **DEPARTMENT OF TRADE AND DEVELOPMENT**

Honorable Stanley J. Randall, Minister  
Stuart W. Clarkson, Deputy Minister

### **TRADE AND INDUSTRY DIVISION**

Peter A. York, P.Eng., Executive Director

#### **Industrial Development Branch:**

N. R. Radford, Director

#### **Marketing Branch:**

J. J. Graham, Director

#### **Trade Fairs Branch:**

L. A. Hassell, Director

#### **Research Branch:**

R. T. Cooper, Director

#### **International Branch:**

W. A. Fowler, Director

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